T O U R I S M

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

CARIBOO TOURISM REGION

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC

89-03803/ For additional copies of this publication and/or
Industry ... lopment Subsidiary Agreement, contact: mation about the Canada-British Columbia Tourist

B.C. Ministry of Tourism and Provincial Secretary
1117 Wharf Street
Victoria, B.C.
V8W 2Z2
(604) 387-1311

or

B.C. Ministry of Regional Development
712 Yates Street
Victoria, B.C.
V8V 1X5
(604) 387-0513

or

Industry, Science and Technology Canada
P.O. Box 11610
900 - 650 West Georgia Street
Vancouver, B.C.
V6B 5H8
(604) 666-2255 or Toll - free at 1-800-663-0433

Canadian Cataloguing in Publication Data

Main entry under title:
Visitor '87

"Funded by Canada-British Columbia Subsidiary Agreement Tourist Industry Development".
On cover: Economic & Regional Development Agreement, Canada, BC.
Originally published: Ministry of Tourism, Recreation and Culture.
Contents: [General report] -- Executive summary -- Vancouver Island tourism region -- Southwestern British Columbia tourism region -- Okanagan Similkameen tourism region -- Kootenay country tourism region -- Cariboo tourism region -- North by northwest tourism region -- Peace River Alaska Highway tourism region -- Rocky Mountain tourism region -- High country tourism region.
ISBN 0-7726-0884-9

1. Tourist trade - British Columbia. 2. Travelers - Attitudes. I. British Columbia. Ministry of Tourism and Provincial Secretary. II. Marktrend Marketing Research Inc. III. B.C. Research. IV. Economic Planning Group. V. Canada-British Columbia Tourist Industry Development Subsidiary Agreement. VI. Canada/BC Economic & Regional Development Agreement.

G155.C3V57 1988a 381'.4591711044 C89-092007-9

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

CARIBOO TOURISM REGION

Prepared for:

Ministry of Tourism and Provincial Secretary

funded by:
Canada - British Columbia Subsidiary Agreement on
Tourist Industry Development

prepared by:

MARKTREND MARKETING RESEARCH INC.
B.C. RESEARCH
ECONOMIC PLANNING GROUP

March, 1988
(Reprinted February, 1989)

ACKNOWLEDGEMENT

This study was funded through the Canada-British Columbia Tourist Industry Development Subsidiary Agreement. The Agreement, which provides a variety of programs for tourism development, is cost shared equally by the governments of Canada and British Columbia. All of the activities undertaken through this Agreement are approved by a federal/provincial Management Committee established for the administration of the Agreement.

The Canada-British Columbia Tourist Industry Development Subsidiary Agreement is one in a series of subsidiary agreements under the Economic and Regional Development Agreement (ERDA) signed in November 1984, between the governments of Canada and British Columbia.

The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein, do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.

Industry, Science and Technology Canada
Industrie, Sciences et Technologie Canada

Province of British Columbia
Ministry of Regional Development

Province of British Columbia
Ministry of Tourism and Provincial Secretary

TABLE OF CONTENTS

INTRODUCTION. 1

HOW TO USE THIS REPORT. 1

FACTORS TO CALCULATE TRAVEL PARTIES 2

HIGHLIGHTS. 4

RESULTS:

NUMBER OF NIGHTS SPENT IN THE REGION 5

B.C. AS THE MAJOR DESTINATION. 5

METHOD OF TRAVEL TO THE REGION 6

METHOD OF TRAVEL IN THE REGION 6

MAIN PURPOSE OF TRIP 7

PARTY COMPOSITION. 8

FIRST TRIP TO B.C. 8

NUMBER OF TRIPS TO B.C. IN PAST 3 YEARS. 9

EXPO 86 VISITATION 9

ACCOMMODATION USED 10

ACTIVITIES PURSUED 11

AVERAGE EXPENDITURES 12

"BEST" ASPECTS OF EACH REGION. 13

INTEREST IN VISITING REGIONS BY SEASON 14

COMPARISON OF TRAVEL IN THE REGION BETWEEN 1979 AND 1987 . . 15

BRITISH COLUMBIA TOURISM REGIONS
CASSIAR
FORT NELSON
H
Peace River, Alaska Highway
ALASKA
FORT ST. JOHN
DAWSON CREEK
G
North by Northwest
PRINCE RUPERT
QUEEN CHARLOTTE CITY
PRINCE GEORGE
ALBERTA
QUESNEL
F
Cariboo
WILLIAMS LAKE
E
High Country
100 MILE HOUSE
GOLDEN
KAMLOOPS
SALMON ARM
RADIUM HOT SPRINGS
Vancouver Island
PORT HARDY
A
B
C
D
I
VERNON
Okan agan-Similk ameen
NELSON
Kootenay Country
Rocky Mountain
CAMPBELL RIVER
South-western B.C.
PORT ALBERNI
VANCOUVER
RICHMOND
NANAIMO
PENTICTON
CRANBROOK
VICTORIA
U.S.A.
A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

INTRODUCTION

Visitors '87 is a survey of out-of-province visitors to British Columbia conducted during the period of July to October, 1987. It was undertaken to provide a measure of the numbers of people visiting the province during the summer and fall travel period, and to describe the characteristics and profiles of these visitors. It is the first province wide survey of tourists to British Columbia since 1979.

Visitors '87 involved the surveying of travellers arriving in B.C. at major highways, airports and marine terminals. The survey involved "screening" interviews with representatives of 13,743 travel parties entering B.C., or about 1% of total visitor traffic during the survey period. These parties were comprised of 2,940 excursionists (same-day travellers) and 10,803 tourists (one-or-more night travellers) or visitor parties.

Trip diaries were given to 3 out of 4 visitor parties and these travellers were asked to complete the diary on a daily basis and mail it to Survey Headquarters on the completion of their trip. Response rates of 40% were achieved resulting in 3,225 completed diaries representing over 20,000 party-nights spent in British Columbia. One out of four overnighting visitors were asked for their name and phone number, and a detailed follow-up interview was conducted by telephone (for North American visitors) and in airport departure lounges (for overseas visitors). A total of 1,005 of these interviews were completed.

The results of the personal interviews, telephone interviews and diary questionnaires were analysed and the results published in a provincial report entitled Visitors '87. To provide additional details at the regional level, nine separate reports were prepared - one for each tourist region - of which this is one.

HOW TO USE THIS REPORT

This report contains a summary of the most often asked questions about non-resident travel to the region. The tables have been set up to provide a variety of information in a concise, tabular format. In all cases, the formats are similar, with a breakdown of responses into three origin categories, a regional total, and a B.C. total.

The three origin categories of Canada, U.S.A. and International provide a comparison among the residents of these areas, which is intended to guide marketing programs. The regional figures and the B.C. figures allow convenient comparisons between the status of the region and the provincial average.

In all cases percentages have been reported. These percentages are intended to add vertically to 100% (in the case of non-multiple responses). In other words, the distribution of responses in each column can be compared to the percentages in the other columns. For example, the number of nights spent in the region by Canadians can be compared to the number of nights spent by Americans or by residents from offshore countries.

To keep the charts uncongested, the actual counts have not been tabulated. However, the counts (representing the number of parties) can be calculated using the figures provided in this report. The following chart tabulates the number of parties visiting each region from each of the three origin categories. Multiplying the appropriate figure from this chart by any percentage in the same origin category will provide a measure of the actual number of visitor parties.

The reader is cautioned that this chart can be used with all exhibits except those recording accommodation and activities. These are measured in party-nights and the appropriate total counts are tallied as Total Party-Nights (in hundreds).

FACTORS TO CALCULATE
ACTUAL NUMBERS OF TRAVEL PARTIES
FROM PERCENTAGES

(During July-October, 1987)

REGION	CANADA	USA	INT'L	REGION
Vancouver Island	106,000	330,000	48,000	484,000
S.W. B.C.	247,000	407,000	128,000	782,000
Okanagan	116,000	81,000	30,000	227,000
Kootenay Country	37,000	24,000	4,000	65,000
B.C. Rockies	145,000	122,000	23,000	290,000
High Country	111,000	127,000	45,000	283,000
Cariboo	7,000	40,000	10,000	55,000
North by Northwest	16,000	59,000	14,000	89,000
Peace River	9,000	35,000	4,000	48,000
B.C. Total	524,000	855,000	156,000	1,355,000

Visitors '87 has generated a vast amount of information about travel to British Columbia and travel within the region. To assist in the task of analysing the results on a regional basis, a series of the key results have been presented.

The following pages contain: a summary explanation of the regional results; a series of twelve tables describing various features about travel to the region; breakdowns of origins into categories of Canada, U.S.A. and International visitors; a comparison to 1979 results; and a summary of what visitors enjoyed most about the region.

In all the tables, the column percentage is quoted to the nearest whole number. The reader is advised to be cautious in interpreting an undue amount of precision in the numbers as statistical reliability varies for each entry in each table. Regional totals are considered accurate to within 3% to 5%, while individual elements in the exhibits have an error factor in the 5% to 20% range.

The reader is also cautioned to recognize the following points when using the report:

- The units of measurement represent number of parties, unless party-nights are specified;
- The survey was conducted solely of non-B.C. residents, as they entered the province between June 21 and October 31, 1987. This 4+ month period represents approximately 52% of total visitor traffic to B.C.;
- Travel by B.C. residents is not included in this survey. Domestic travel is estimated to represent about 45% of total B.C. tourism;
- Consequently, the survey represents between 25% and 30% of B.C. tourism.

For further information regarding the methodology and results of Visitors '87, please contact:

Research Services Branch
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, B.C.
V8W 2Z2 Phone: (604) 387-1566

HIGHLIGHTS

NON-RESIDENT TOURISM IN THE CARIBOO

In 1987, there were about 159,000 party-nights spent by non B.C. residents in the Cariboo tourist region during the period from late June to the end of October. The Cariboo region represents approximately 2% of the provincial visitor party-nights total.

The total number of parties visiting the Cariboo during the four month survey period was 55,000. Americans made up the largest market share at 70%, followed by International visitors at 18% and Canadians at 12%. The average length of stay was 2.9 nights.

Over half of travellers to the Cariboo (55%) preferred to travel by private vehicle. This was followed by the use of an R.V. (30%).

Six out of ten visitors to the Cariboo indicated that touring was the main reason for their trip. Visiting friends and relatives and an outdoors trip were the main reasons given for their trip to the Cariboo by four out of ten visitors.

The average party size was 2.8, while the most common party composition was two adults travelling together.

The majority of visitors to the Cariboo had been to B.C. before as eight out of ten indicated this was not their first trip.

Three-quarters of visitors to the Cariboo did not attend Expo 86.

The preferred mode of accommodation used by visitors to the Cariboo was camping - cited by almost half of all visitors. One in four visitors stayed with friends and relatives.

Visitors to the Cariboo spent an average of $76 per party and $27 per person per day. The single biggest expenditure at $21 daily was auto transportation followed by accommodation at $16 daily.

Total non-resident tourist revenue generated in the Cariboo region during the July to October period was $10.7 million. This represents about 1% of the total out-of-province visitor expenditure in the province during the summer-fall period.

NUMBER OF NIGHTS SPENT IN THE CARIBOO

NIGHTS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1	-	-	-	-	11%
2	-	6%	-	4%	16
3	-	18	-	12	19
4	18%	6	-	6	12
5-7	10	23	17%	20	19
8-10	3	29	2	21	10
11-15	69	16	81	34	11
16-20	-	2	-	1	-
20 and over	-	1	-	1	-
Row Percentage	12%	70%	18%	100%	100%

- The regional average length of stay for all visitors to the Cariboo was 2.9 nights.
- International visitors tended to stay the longest with 81% staying between 11 and 15 nights.
- Seven out of ten parties (70%) were Americans, although Americans were the most likely to make short trips of three days or less (24%).

IS B.C. THE MAJOR DESTINATION OF VISITORS TO THE CARIBOO?

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	18%	60%	47%	53%	38%
Yes	82	40	53	47	62
Row Percentage	13%	69%	18%	100%	100%

- B.C. was the major destination for just under half (47%) of all visitors to the Cariboo.
- B.C. was most likely to be the major destination for Canadians (82%) followed by International visitors (53%) and then Americans (40%).

METHOD OF TRAVEL TO B.C.
OF VISITORS TO THE CARIBOO

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	TOTAL TOTAL
Own Automobile	64%	63%	-	54%	48%
Rented Automobile	-	-	25%	4	8
R.V.	26	38	-	31	14
Bus	-	-	6	1	3
Plane	18	5	75	17	30
Train	11	-	-	1	1
Cruise	-	1	-	1	4
Ferry	-	13	16	12	11
Other	-	4	-	3	1
Row Percentage	13%	73%	14%	124%	120%

- Over half (54%) of all visitors to the Cariboo arrived in B.C. by private automobile, while 31% arrived by R.V.
- Three out of four International visitors arrived in B.C. by plane.
- The use of a rental car was particularly popular among International visitors (25%), while no Canadians or Americans claim to have arrived by rental car.

METHOD OF TRAVEL IN B.C.
OF VISITORS IN THE CARIBOO

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	74%	63%	5%	55%	50%
Rented Automobile	-	3	51	11	20
R.V.	26	36	11	30	15
Bus	11	1	8	3	11
Plane	11	1	-	2	3
Train	-	-	5	1	3
Cruise	-	-	-	-	3
Ferry	33	10	8	12	17
Other	-	7	33	10	13
Row Percentage	14%	70%	17%	125%	133%

- The most popular method for visitors to the Cariboo to travel in B.C. was the private car (55%) followed by the R.V. (30%).

- More than half of all International visitors to the Cariboo (51%) used a rented car to travel through B.C.

- One in three Canadians (33%) used ferries as a means of travel within B.C.

MAIN PURPOSE OF TRIP OF VISITORS TO THE CARIBOO

MAIN TRIP PURPOSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Business	-	3%	-	2%	10%
Conference	-	9	7%	8	5
Visit Friends/Relatives	82%	35	37	41	38
Touring Trip	38	58	81	60	56
City Trip	-	1	14	3	11
Personal	-	11	-	8	6
Outdoors Trip	21	48	37	43	20
Wilderness/Adventure	18	23	60	29	10
Resort	-	9	4	5	14
Cruise	-	7	5	6	7
Theme Park	18	5	5	6	6
Special Event	5	4	12	6	5
Row Percentage	12%	70%	18%	100%	187%

- Approximately six out of ten visitors cited touring as the main purpose of their trip. This was followed by an outdoors trip (43%) and visiting friends and relatives (41%).

- Touring was particularly important to International visitors (81%) and Americans (58%), while visiting friends and relatives was most significant to Canadians (82%).

- A relatively high percentage of all visitors (29%), but particularly International visitors (60%) cited wilderness/adventure as a main reason for their visit to the Cariboo.

PARTY COMPOSITION OF VISITORS TO THE CARIBOO

PARTY COMPOSITION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1 Adult	11%	8%	23%	11%	14%
2 Adults	47	53	42	50	52
3 Adults	5	6	-	5	5
4 or More Adults	-	16	26	16	10
Adult(s) and 1-2 Ch.	20	15	9	14	15
Adult(s) and 3+ Ch.	17	3	-	4	3
Row Percentage	13%	69%	18%	100%	100%
Average (persons)	2.8	2.8	2.6	2.8	2.64

- The average party size of all visitors to the Cariboo was 2.8.
- The most common party composition was two adults - cited by 50% of travellers.
- Less than one in five groups (18%) were travelling with children.
- Canadians were the most likely to travel with children (37%).

FIRST VISIT TO B.C. BY VISITORS TO THE CARIBOO

RESPONSE	CANADIANS	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	100%	82%	48%	78%	73%
Yes	-	18	52	22	27
Row Percentage	12%	70%	18%	100%	100%

- Just over one in five visitors were making their first trip to B.C.
- First time visitors were most common among International visitors (52%) and then Americans (18%). All Canadians in this sample indicated they had made a previous trip to B.C.

NUMBER OF TRIPS TO B.C. IN THE PAST THREE YEARS BY VISITORS TO THE CARIBOO

NO. OF TRIPS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
None	44%	20%	50%	27%	19%
1	17	18	50	21	15
2	11	21	-	17	21
3	5	28	-	22	15
4-5	3	9	-	7	11
6 or more	20	4	-	6	19
Row Percentage	16%	73%	10%	100%	100%
Average (trips)	2.0	2.2	0.5	2.0	3.7

- Visitors to the Cariboo made an average of 2.0 trips to B.C. during the last three years. Americans made the most trips with an average of 2.2. trips during this period.
- Just over one-quarter (27%) of all visitors had not made a trip to B.C. during the last three years.
- One in five Canadians (20%) had made six or more trips to B.C. during the past three years.

VISITED EXPO 86 BY VISITORS TO THE CARIBOO

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	82%	72%	100%	77%	68%
Yes	18	28	-	23	32
Row Percentage	14%	73%	14%	100%	100%

- More than three-quarters (77%) of visitors to the Cariboo did not attend Expo 86.
- Americans were the most likely to have visited Expo (28%) followed by Canadians (18%).

ACCOMMODATION USED BY VISITORS TO THE CARIBOO

ACCOMMODATION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Hotel	-	-	4%	1%	16%
Motel	13%	13%	12	13	24
Campground	12	49	73	48	24
Friends/Relatives	75	21	-	26	26
Resort/Lodge	-	14	12	11	4
Cottage/B & B	-	1	-	-	2
Other	-	2	-	1	4
Row Percentage	18%	58%	24%	100%	100%
Total Party-Nights x (100)	207	676	277	1160	57119

- Camping was the preferred accommodation for almost half (48%) of all visitors to the Cariboo. This was followed by staying with friends and relatives (26%) and motels (13%).

- Camping was particularly popular among International visitors (73%) and Americans (49%), while staying with friends and relatives was most popular among Canadians (75%).

- The percentage of visitors to the Cariboo who camp was more than double the provincial average of 24%.

ACTIVITIES PURSUED BY VISITORS TO THE CARIBOO

ACTIVITIES	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Shopping	35%	20%	13%	20%	37%
Tour	7	5	21	9	11
Sightseeing	33	38	15	31	50
Passing Through	10	44	17	31	21
Business	-	5	11	5	8
Outdoor Activities	11	35	62	38	28
Sporting Activities	25	16	20	19	11
Nightlife	-	3	-	2	9
Other Activities	6	4	9	6	4
Beach/Lakeshore	9	28	33	26	27
Museum/Gallery	15	6	10	9	11
Historic Site	15	15	12	14	14
Amusement Park/Fair	4	1	1	2	4
Gardens/Parks	4	7	5	6	25
Friends/Relatives	41	22	1	19	26
Other	2	3	9	4	3
Sporting Event	-	5	4	4	2
Festival	-	-	-	-	3
Cultural Performance	-	2	-	1	3
Other Event	-	-	-	-	1
Row Percentage	16%	59%	26%	100%	298%
Total Party-Nights x (100)	177	660	291	1128	56715

- The most popular activities for all visitors to the Cariboo were outdoor activities (38%), passing through (31%) and sightseeing (31%).
- In general outdoor and sporting activities and passing through were more important in the Cariboo compared to the province as a whole, while shopping, sightseeing and visiting gardens and parks were less important compared to the rest of the province.
- The most popular activity for International visitors was outdoors activity (62%), while for Americans it was passing through (44%) and for Canadians it was visiting friends and relatives (41%).

EXPENDITURES BY VISITORS TO THE CARIBOO

CATEGORY	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Accommodation	$ 6.04	$16.52	$29.52	$16.38	$37.28
Auto Transportation	11.08	24.26	21.79	21.41	15.19
Other Transportation	-	1.31	-	.88	6.48
Package/Cruise	-	9.60	5.76	7.25	10.19
Restaurants	13.91	12.03	5.41	11.42	26.75
Groceries	5.33	6.72	10.92	8.41	7.89
Recreation/ Entertainment	5.65	3.46	1.64	3.61	5.26
Shopping/Souvenirs	5.04	3.67	4.67	4.07	18.88
Other	.76	2.55	9.40	3.20	4.87
Total Expenditure per party per day*	$47.81	$81.03	$87.75	$75.80	$131.88
Average Party Size	2.8	2.8	2.6	2.8	2.64
Total Expenditure per person per day*	$17.08	$28.94	$33.75	$27.07	$49.95

- The average expenditure by visitors to the Cariboo was $76 per party per day, while the average per person per day expenditure was $27.
- International visitors tended to spend the most both per party ($88) and per person ($34).
- Auto transportation was the single largest expenditure ($21) followed by accommodation ($16) and then restaurants ($11).

---

* Totals may not add due to rounding of individual expenditure items and due to analytical techniques based on questionnaire responses recorded to the nearest dollar.

"BEST" ASPECTS OF EACH REGION

RESPONSE	SOUTHWEST B.C.	VANCOUVER ISLAND	OKANAGAN SMILKAMEEN	KOOTENAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO	NORTH BY N.W.	PEACE RIVER-ALASKA	B.C. TOTAL
Scenery	49%	51%	38%	65%	51%	52%	58%	54%	49%	46%
Mountains	9	6	7	6	16	7	-	15	6	9
Lakes	13	15	19	14	14	14	11	5	8	13
Gardens	9	10	3	2	1	9	-	15	6	5
Fruits	5	6	14	7	-	3	-	-	-	4
Parks	5	8	3	6	11	4	-	4	-	4
Clean	1	1	5	-	2	1	-	10	1	3
Weather	21	28	49	38	30	19	4	7	20	24
Family	13	7	25	43	8	10	4	5	14	15
Friendly	21	23	17	9	24	21	20	33	26	20
Recreation	9	10	22	5	21	5	25	2	12	13
Food	9	9	9	7	7	7	11	16	6	9
Accommodation	9	4	6	9	7	9	-	21	8	8
Shopping	2	3	-	1	5	1	-	21	-	3
Campgrounds	4	4	8	-	15	7	15	4	12	9
Wilderness	3	4	-	-	7	6	11	-	6	4
Outdoors	11	12	5	19	26	9	15	16	-	10
Relaxing	9	8	6	6	5	6	10	3	11	6
Gen. Pretty	12	7	7	6	4	5	8	21	9	6
Gen. Touring	4%	2%	9%	-	4%	2%	11%	9%	-	4%

- Mentioned most often as the "best" aspects of the Cariboo were the scenery (58%), recreation (25%), friendly people (20%) and the outdoors (15%)

- The "best" aspects of British Columbia were scenery, weather, friendliness and recreation.

- Ranking lower in the opinions of visitors to the Cariboo than the overall perception of the province were lakes, fruit, gardens, weather, family orientation, and accommodation.

INTEREST IN VISITING REGIONS BY SEASON

REGION	SEASON			
	SPRING	SUMMER	FALL	WINTER
Southwestern B.C.	34%	68%	36%	22%
Vancouver Island	39	67	35	23
Okanagan Smilkameen	24	82	25	19
Kootenay Country	12	85	3	24
B.C. Rockies	28	83	16	24
High Country	30	79	23	16
Cariboo	12	100	50	18
North by N.W.	15	74	35	9
Peace River-Alaska	55	73	39	23
Total	34%	74%	33%	20%

- The Cariboo was perceived as an appropriate location to visit in the spring by only 12% of summer visitors.
- All of existing visitors would be interested in visiting in the summer and one-half in the fall.
- Winter was seen as a season to visit the Cariboo by 18% of summer visitors.

COMPARISON OF VISITORS TO THE CARIBOO BETWEEN 1979 AND 1987

ORIGIN	1979		1987	
	CARIBOO	B.C.	CARIBOO	B.C.
Alberta	25%	33%	7%	19%
Saskatchewan	5	5	-	3
Manitoba	2	2	3	2
Ontario	5	6	2	7
Quebec	1	1	-	2
Other Canada	1	1	-	1
Total Canada	39	48	12	34
Washington	24	18	21	14
Oregon	8	5	12	6
California	9	11	14	13
Other West. U.S.	5	6	14	12
Other U.S.	8	7	10	12
Total U.S.	54	47	71	57
Europe	7	4	16	7
Asia	-	1	1	1
Australia/N.Z.	-	1	1	2
Other World	-	-		1
Total International	7%	6%	18%	11%

- The significance of Canada as a market has dropped dramatically from 39% in 1979 to 12% in 1987. The drop has been matched by increases in American and International markets increasing from 54% to 71% and 7% to 18%, respectively.
- Alberta showed the largest decline of all Canadian provinces, declining from 25% to 7%.
- Increases were registered in all American markets except Washington with the largest increases coming from California and other western states.